



**Super Session Abstract**  
**Annual Executive Business Forum**  
**June 4 - 6, 2018**

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**Session title:**

Digitalizing the Supply Chain to Gain End-to-End Visibility

**Session lead, presenter and facilitator:**

Joanne Wright, Vice President Supply Chain, IBM

**Case studies and panel discussion:**

Ana Lucia Alonzo, director, Supply Chain Digitization, Starbucks Corporation

Mary Beth Edwards, VP, Global Business Operations, Arrow Electronics

Simon Ellis, Supply Chain VP, IDC

Mike Parsley, SVP, Distribution & Logistics, Tailored Brands

**Session description:**

As important as it is for companies and supply chains to become digital it has to become clear that it is not the destination but the journey. In this session attendees will learn how to transform their supply chain to become a cognitive supply chain. We will feature an interactive session where experiences and stories are shared from the different stages of digitalization. Chris Jones, Descartes will lead an interactive session.

- 1) Where to start with Digitalization? A Cultural mindset – Starbucks use case
- 2) Transformation into the Digital World – Arrow Electronics use case
- 3) Artificial Intelligence and Augmented Reality in Supply Chain – IBM use case
- 4) How Data and Analytics Can Transform Logistics - Tailored Brands use case

**In this session you will gain the secrets of...**

- What you need to know before starting the digitalization journey in your company
- Experiences and stories shared from different companies and different stages of the journey
- How culture mindset influences success or failure from start to finish
- A roadmap for how digitalization can be applied to your company